



City of San Diego

MARK KERSEY

CITY COUNCILMAN, FIFTH DISTRICT

ECONOMIC DEVELOPMENT

San Diego has a dynamic workforce and resources that make us the envy of the world. We have companies doing amazing work in biotech, medical devices, clean technology, and unmanned systems—even our craft brew industry is winning international awards and making San Diego a craft beer destination. In order to continue attracting innovative companies and the good jobs that they bring, City Hall must develop smart regulations, cut the permitting time for small businesses, and create a strategy to help local companies export their products abroad.

With the elimination of redevelopment, [San Diego Regional Enterprise Zones](#) (SDREZ) are among our strongest remaining [Economic Development tools](#). I support the expansion of SDREZ, the streamlining of the SDREZ electronic vouchering process that helps businesses take advantage of a state hiring tax credit, and the implementation of an economic development energy rate as an added incentive for companies to locate within the SDREZ.

Our community deserves a government that matches our passion, spurs our innovative spirit, and utilizes the latest information and most current technology available. To that end, the City should increase mobile, tablet or computer accessibility for City processes that are or could be online. I also support a comprehensive review of all City Council Policies, to include a recommendation that each policy be retained, be revised or sunset. As appropriate, a sunset review date should be included on updated policies to ensure the City's approach stays current.

We must also apply an innovative approach to trade opportunities. Metropolitan areas can be drivers of trade. I support the development of a localized export plan that will provide a market assessment and create targeted, integrated exported-related services and strategies to better connect local companies to global customers and finally capitalize on the enormous economic opportunity our border region represents.

I will work with my Council colleagues and other stakeholders to utilize city-owned airports (Montgomery and Brown fields) from an economic standpoint and leverage those infrastructure assets to our economic benefit. We will explore opportunities to bring more direct international flights to San Diego Lindbergh Field. I will also continue to advocate for the completion of the Cross Border Facility as a facility that will compliment the San Diego Lindbergh Field Airport and provide choices to the residents of the City of San Diego and the region.

These are just a few of the economic development initiatives I have prioritized for this term. Let me know your thoughts at markkersey@sandiego.gov.

[Ten Key Steps to Starting Your Business](#)